

Helpful Scripts, Dialogues, and Ways to handle Objections in Real Estate

Follow Up Scripts

- After a Property Showing:**
 - Hi [Client's Name], it's [Your Full Name] from [Real Estate Agency]. Just checking in after the showing at [Property Address]. Any immediate thoughts or questions? I'm here to assist further.
 - I just want to make sure I'm not dropping the ball on my end...
- Following Up on Offer Submission:**
 - Hi [Client's Name], this is [Your Full Name]. Quick call to touch base on the offer we submitted for [Property Address]. Any concerns or updates on your end?
- Post-Open House:**
 - Hello [Client's Name], it's [Your Full Name]. I wanted to see how you found the open house at [Property Address]. Any properties standing out, or is there something specific you're looking for?
- After Sending Property Listings:**
 - Hi [Client's Name], this is [Your Full Name]. Just wanted to check if you had a chance to go through the property listings I sent. Any favorites or preferences you'd like to discuss?

Closing Scripts

- Are there any other questions before we get started on the paperwork? (Best with listings but can work with buyers)
- You rated this one a 4, this one a 3, these two were 8's, and this one a 9... Which of these would you like to make an offer on?
- Which of the homes we've seen today would you like to write an offer on today? · Would you like to write an offer on any of the homes we've seen today? · [If they object to your initial closing question, use an emotional tie down...] You wanted to buy ... That's correct, right?... In order to accomplish that, we'll need to have a signed offer on a home by ... (Go to closing script) · At what price would this be a great home (deal) for you? [repeat what they say... \$... GREAT! Let's get that written up at that price now!]

Listing Appointments - Price Objections

- Mr/Ms _____, you and I don't get to choose the price your home will sell at, the market does.
- We can give our best, educated guess, but in the end, it is only going to sell for what someone is willing to pay for it.
- The single best gauge of whether or not we are priced right, is the number of showings we get each week.
- Assuming we are priced right, we should get 7-10 showings per week.
- Less showings than that means we are overpriced.
- That being said, based on the comparable properties, homes like yours are selling for between \$_ and \$_.
- If you choose to over-price your home, we will get fewer showings, and may not get any offers at all.
- What's worse is that, when buyers see an overpriced listing, they don't say "Hey, this would be great at ___ price" ... Instead, they simply label it as "Over-priced" in their minds, and never revisit the home!
- That being said, when you... price your home aggressively ... we may get multiple offers, which I can work against each other, and ultimately get the price up (often ABOVE list price), so you get more money faster ... won't that be great?!
- So, knowing that, would you rather take your chances by pricing your home at the high end of the market, or would you prefer to ... price your home aggressively ... likely get multiple offers, work them against each other, and get the price up as high as possible?

Objection Rebuttals

There is no such thing as "Objections"... There are only opportunities to close!

- I can understand why you might feel this way...
- I felt that way myself...
- I've found that...

Objection: I have a friend in the business.

Agent: *I can appreciate that...and almost everyone does...so let me ask you...do you absolutely have to...sell this home...or...are you just looking to do your friend a favor? Obviously...you had me out for a reason...right? Do you feel I can sell your home? Terrific! All we need to do now is simply...sign the contract...so I can help you get what you want...in the time you want...won't that be great?*

Objection: We'll save the commission by selling it ourselves.

Agent: *I agree you can save the commission by selling it yourself...are you aware that today over 3,000 homes are for sale...and last month only 45 actually sold? (Wait for answer) And what's worse...is the fact that only 2% of all For Sale By Owners sell themselves...and 98% are listed and sold by real estate agents...Can you afford to have only a 2% chance of selling your home? Therefore...all we need to do now is simply...sign the contract...so I can help you get what you want...in the time you want...won't that be great?*

Objection: The other agent said he/she would cut their commission.

Agent: *I can appreciate that...can I tell you why that makes me nervous? If other agents do not have the courage...to stand up to you...regarding their own worth...how strong could they possibly be...defending you...and the price we set for your home...I have that courage...do you feel I can sell your home? (Yes) Terrific! All we need to do now is simply...sign the contract...so I can help you get what you want... in the time you want...won't that be great?*

Objection: We want to only give you a 30/90 day listing.

Agent: *I'm sorry...I won't do that...six months is our company policy...I can appreciate that... as we discussed when we set the appointment...it generally takes 3 to 6 months in this market to get a home sold...So my question is...did you want to list your home for sale tonight...at 10-20% below fair market value...to guarantee an immediate sale within 30/90 days? Okay! Then we'll need to stay within the normal...listing agreement of 12 months...therefore...all we need to do now is simply sign the contract...so I can help you get what you want...in the time you want...won't that be great?*

Objection: We were thinking about (X) company or we've never heard of your company.

Agent: *I can understand your concern...and I think you realize a company doesn't sell a home...it's the individual agent's activities...Do you feel I can sell your home? Terrific!! All we need to do now is simply...sign the contract...so I can help you get what you want...in the time you want...won't that be great?*

Objection: Let's list high. We can always come down later.

Agent: *That's a valid point...and were you aware that only 3% of the buyers in today's market...will even look at a property...that is 10% overpriced...can I explain? Great! 17% of today's buyers...will look at properties that are priced fairly...And...80% of today's buyers...are looking for properties that are priced 5*

to 10% below fair market value...If YOU were a buyer...which properties would you look at? Exactly! In today's market...we can't afford to lose 80% of the potential buyers...let's start at \$...are you prepared to list your home at that price tonight? All we need to do now is simply... sign the contract...so I can help you get what you want...in the time you want... won't that be great?

Objection: Another agent said they could get me more money.

Agent: I can appreciate that...and what you probably don't understand is this...An agent that will...list your property...overpriced...assumes they can take the listing now...and then start beating you up on the price...week after week...is that what you want? Terrific! (Name) they're afraid to tell you the truth...up front...do you want the truth? Excellent! Let's do the right thing...and simply...sign the contract...so I can help you get what you want...in the time you want...won't that be great?

Objection: We want to think about it...

Agent Just out of curiosity, what specifically are you going to go think about? You're right... this is a big decision...isn't it? Yet...the decision must be made based upon what You want...correct? Let's do this...sign the contract tonight...contingent upon your approval within 24 hours...that way we both win...can I tell you how? You have 24 hours with no pressure...so you can...feel comfortable...and maybe sleep on it tonight...then I'll call you in the morning...and you simply...tell me Yes...or no. If you say no...I'll rip up the contract...and you have no obligation...if you...say yes...I'll begin marketing your property immediately...either way...All we need to do now is simply...sign the contract...so I can help you get what you want...in the time you want...won't that be great?

Objection: You haven't sold any homes in my area.

Agent: That's a valid concern...the obvious reason you'll...choose me now...is that my company has homes for sale all over the community...Meaning...we can expose your property to potential buyers from all over the area...do you realize how important that kind of exposure is? Now...isn't that what you want? Therefore...all we need to do now is simply...sign the contract...so that I can help you get what you want...in the time you want...won't that be great?

If you would like help with your marketing, feel free to reach out to us. We specialize in real estate, builders and construction trades. MSJ Marketing Inc. A Seattle based company.
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